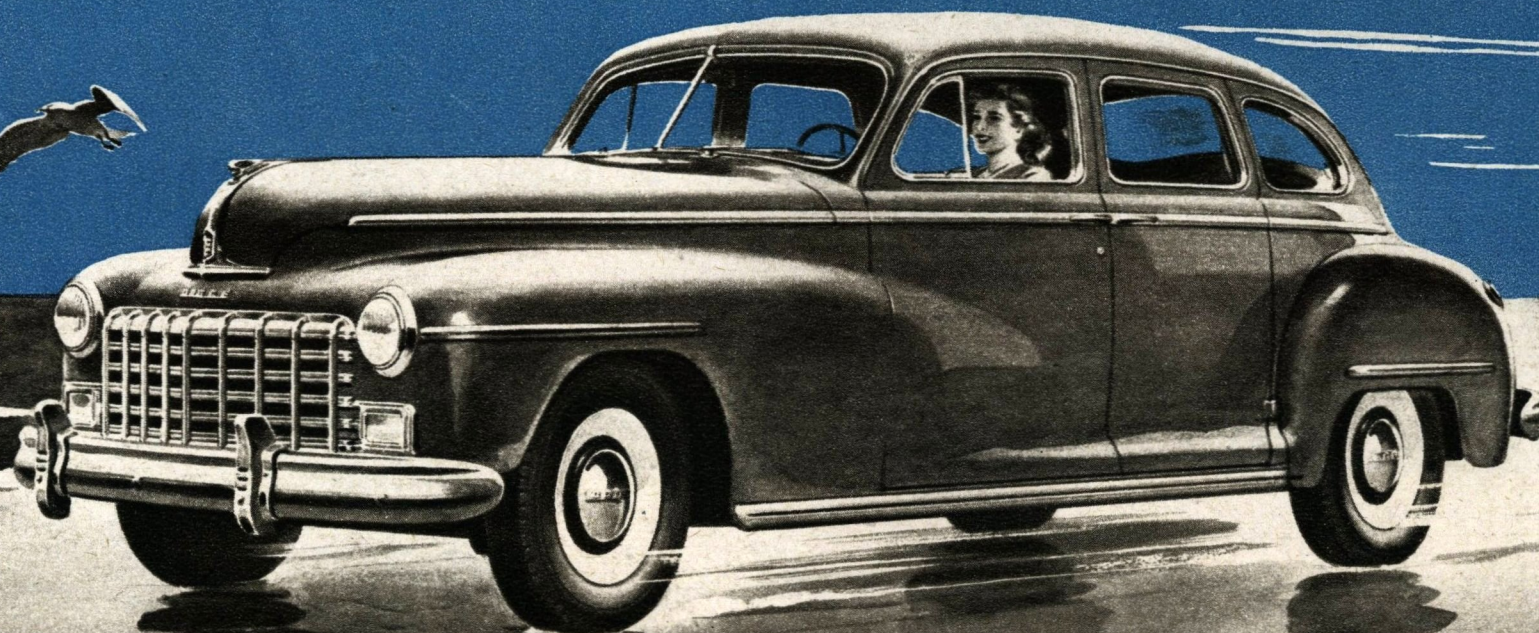


NEW DODGE



"THE SMOOTHEST CAR AFLOAT"



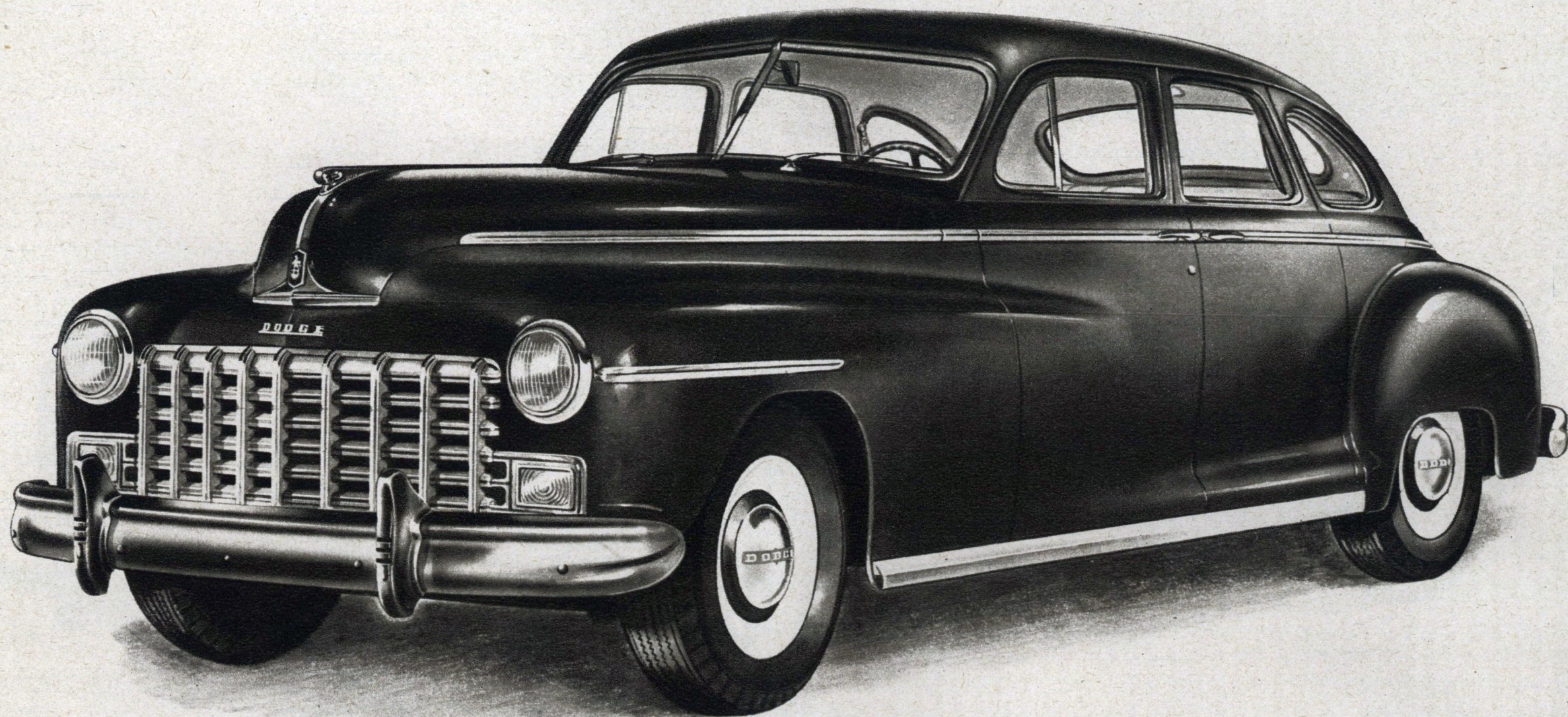
LUXURIOUS BIG CAR comfort throughout makes the New Dodge pleasant to live with. The DeLuxe Four Door Sedan shown here illustrates the smart new interior trim. Plastic appointments, from door knobs to controls on the smart new instrument panel, harmonize nicely with the upholstery, which comes in a choice of rich broadcloth or deep pile fabric. Rotary door latches permit closing doors with the lightest touch. Spring tension helps hold doors firmly and noiselessly closed under all driving conditions.

Dodge DeLuxe Models

4-DOOR SEDAN

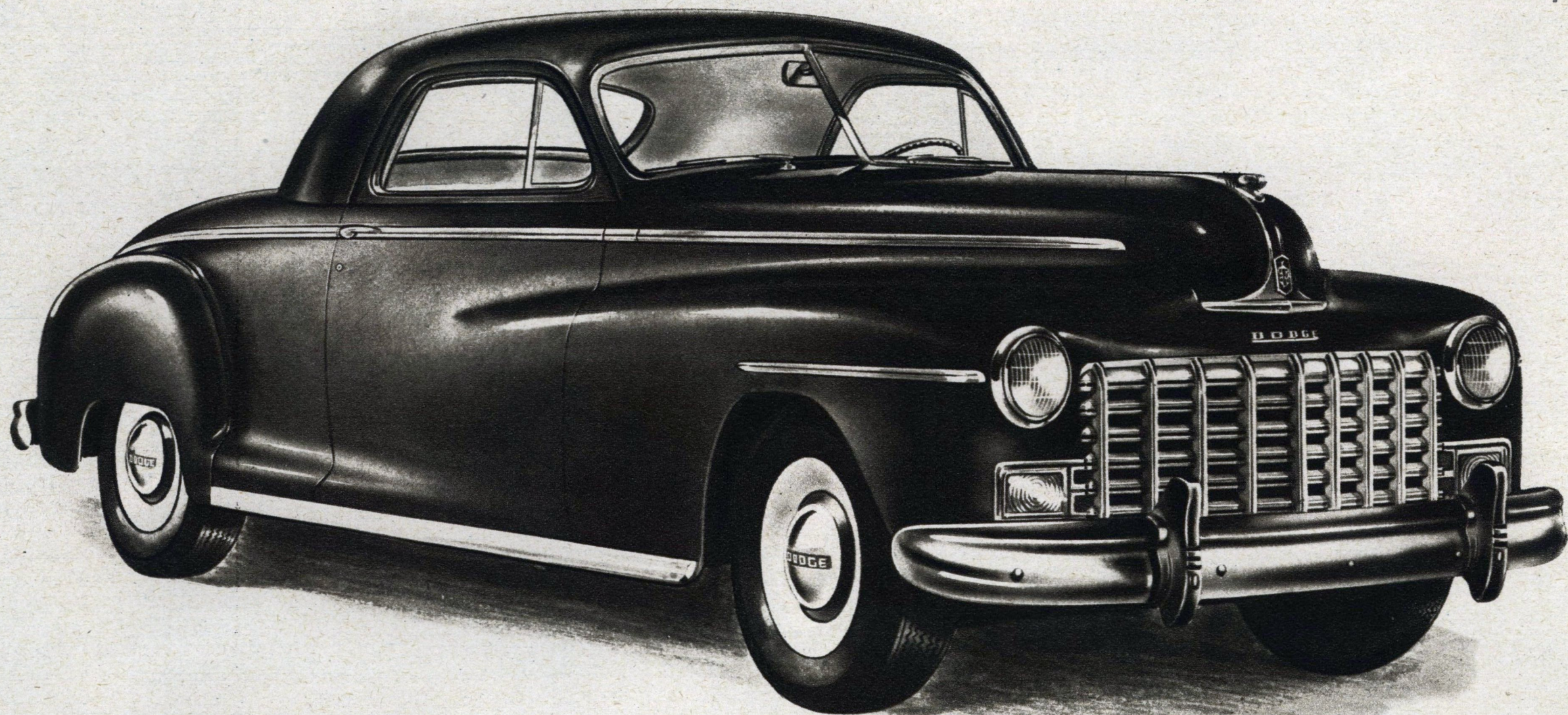
BUSINESS COUPE

2-DOOR SEDAN



The New **DODGE DE LUXE** *4-Door Sedan*

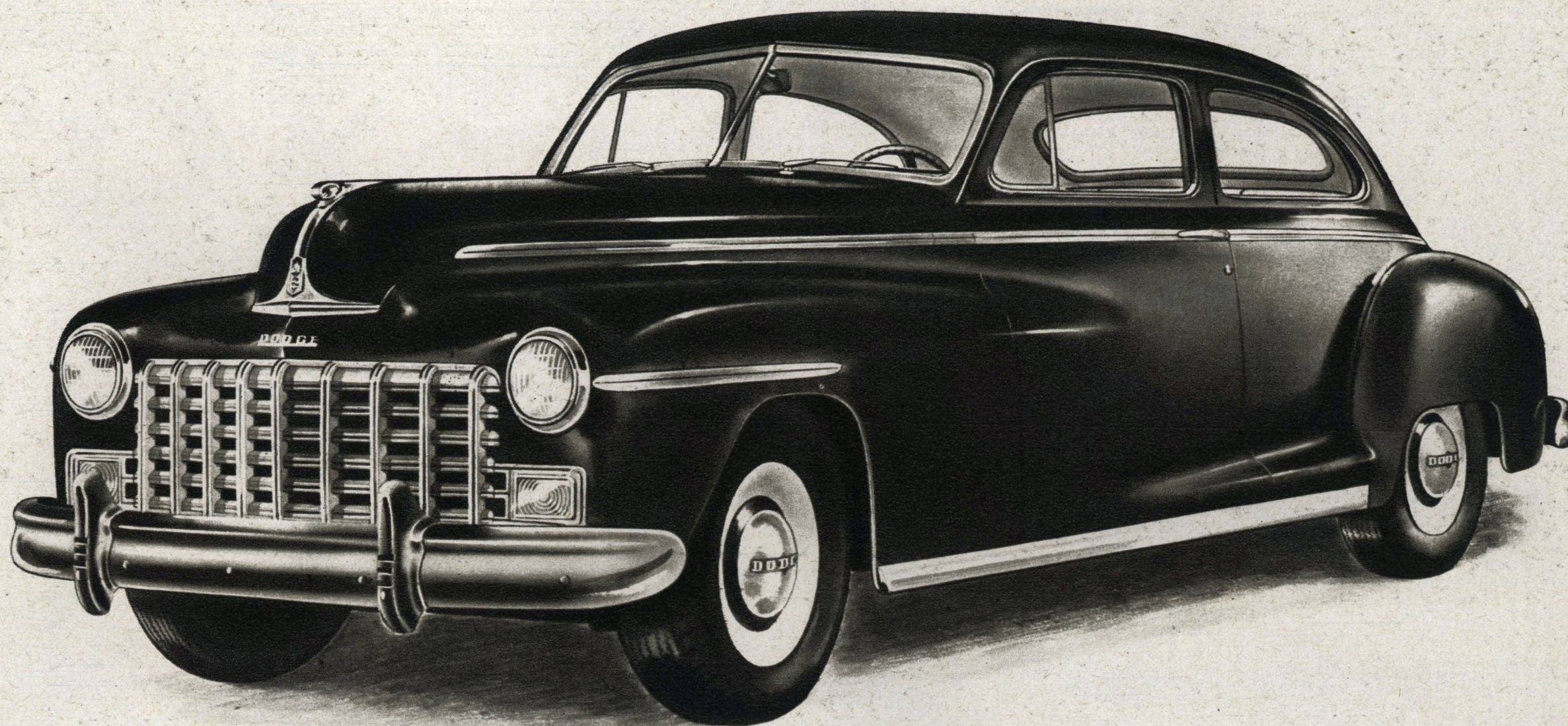
"THE SMOOTHEST CAR AFLOAT"



The New **DODGE DE LUXE** *Business Coupe*

"THE SMOOTHEST CAR AFLOAT"





The New **DODGE DE LUXE** *2 Door Sedan*

"THE SMOOTHEST CAR AFLOAT"



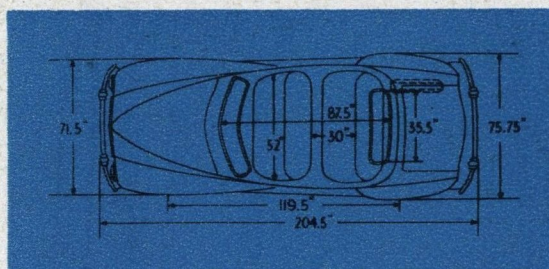
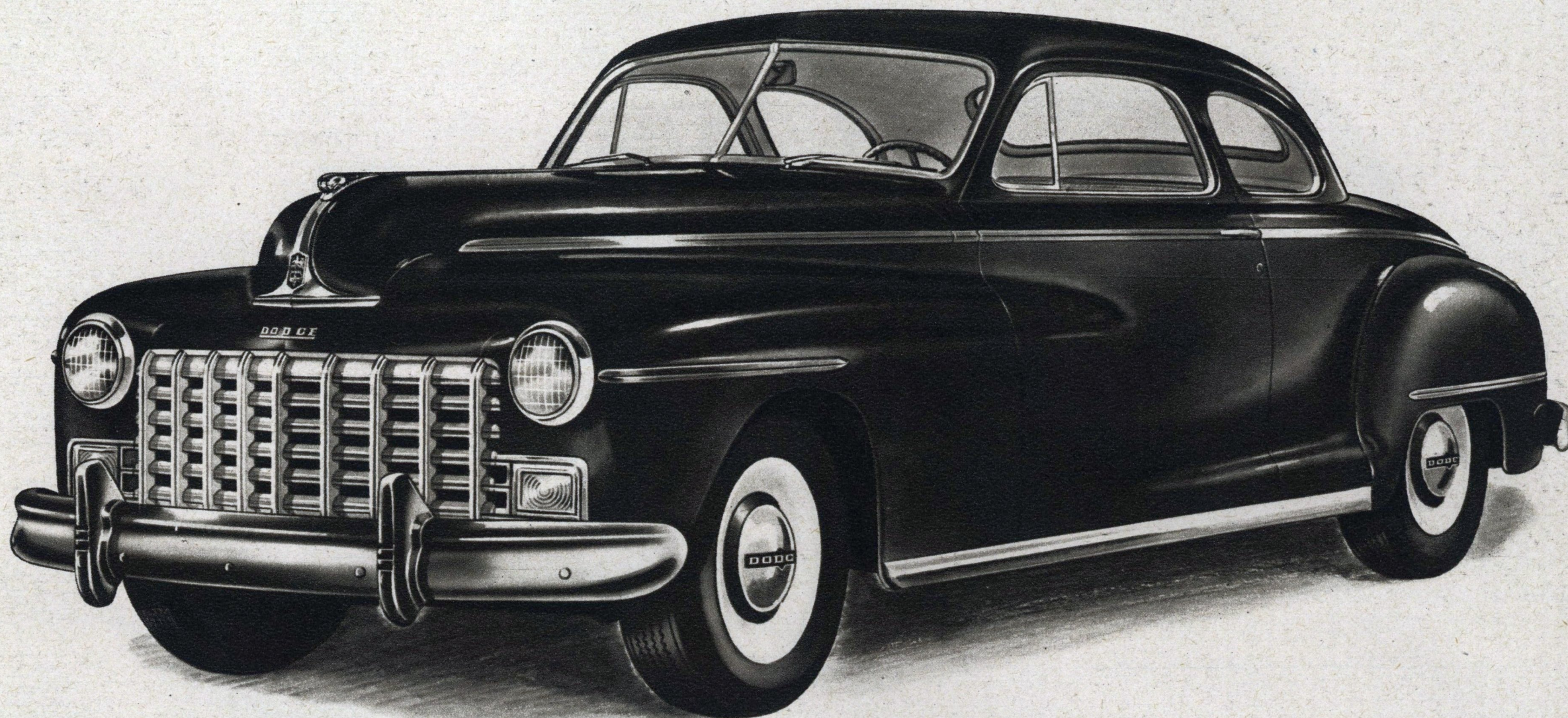
FULL HEADROOM and generous legroom for rear seat passengers are distinctive features of this intimate New Dodge Custom Six Passenger Club Coupe. Wide doors provide unobstructed access to either seat. The easy operating, long life window regulators are better protected from rust and corrosion by improved drainage within the body and door panels.

Dodge Custom Models

6-PASSENGER COUPE 4-DOOR SEDAN

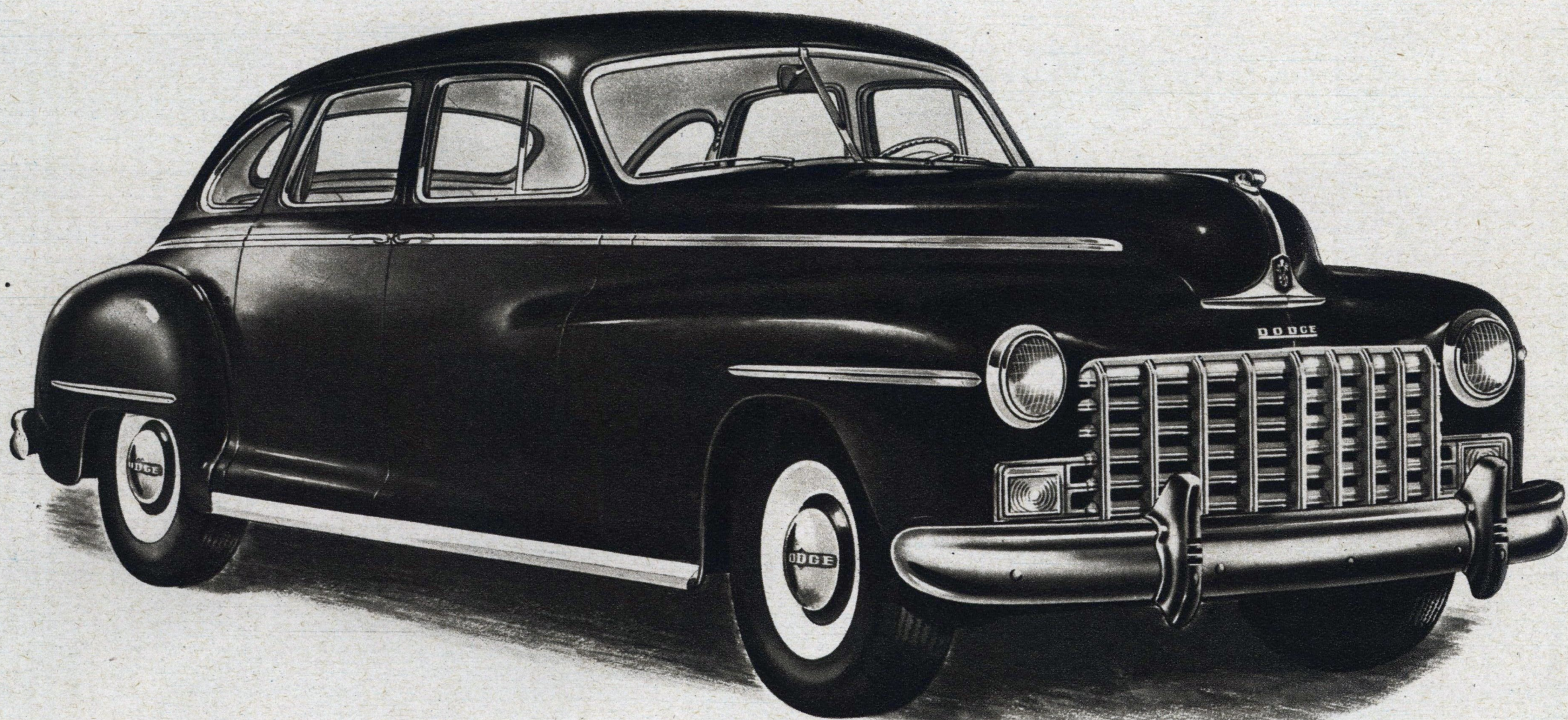
TOWN SEDAN CONVERTIBLE COUPE

7-PASSENGER SEDAN



The New **DODGE CUSTOM** *6-Passenger Coupe*

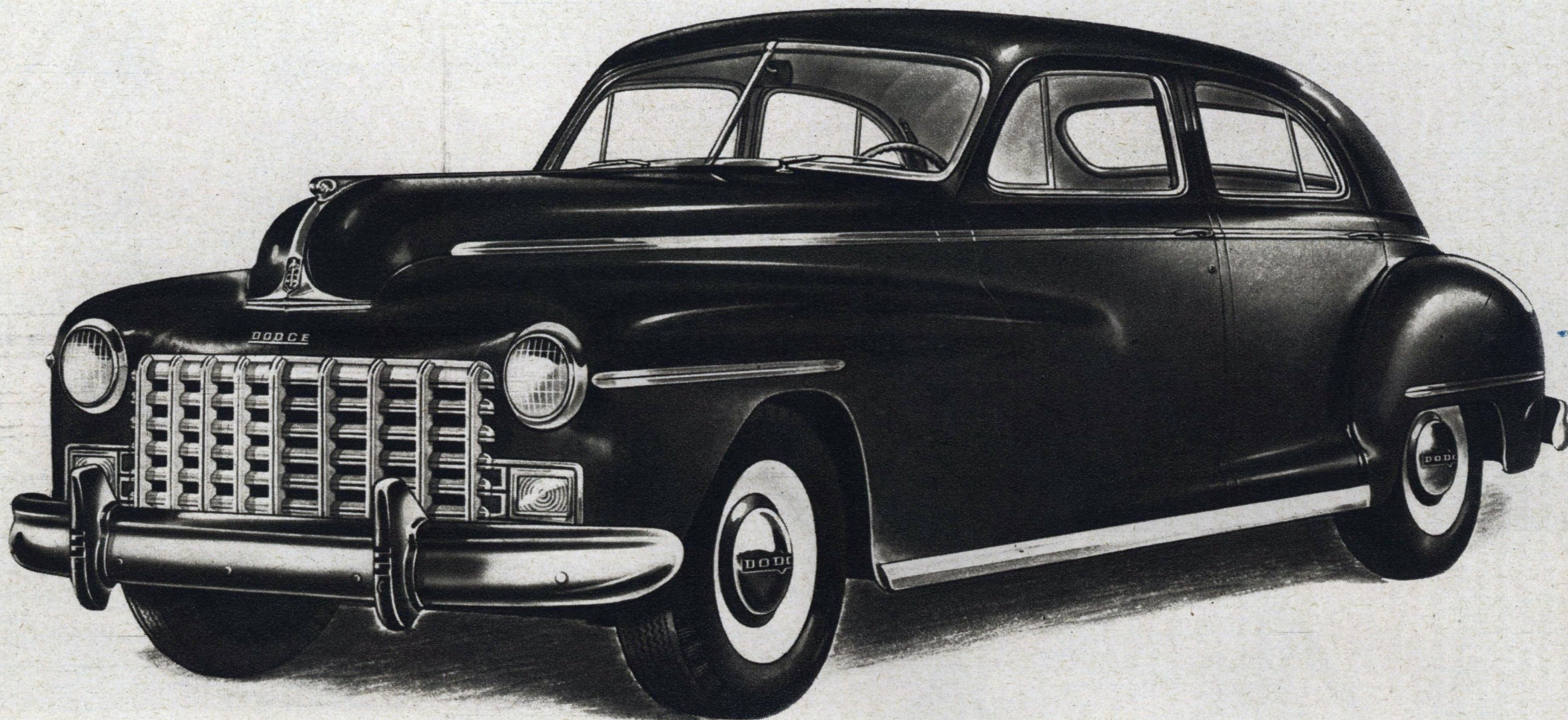
"THE SMOOTHEST CAR AFLOAT"



The New **DODGE CUSTOM** *4-Door Sedan*

"THE SMOOTHEST CAR AFLOAT"



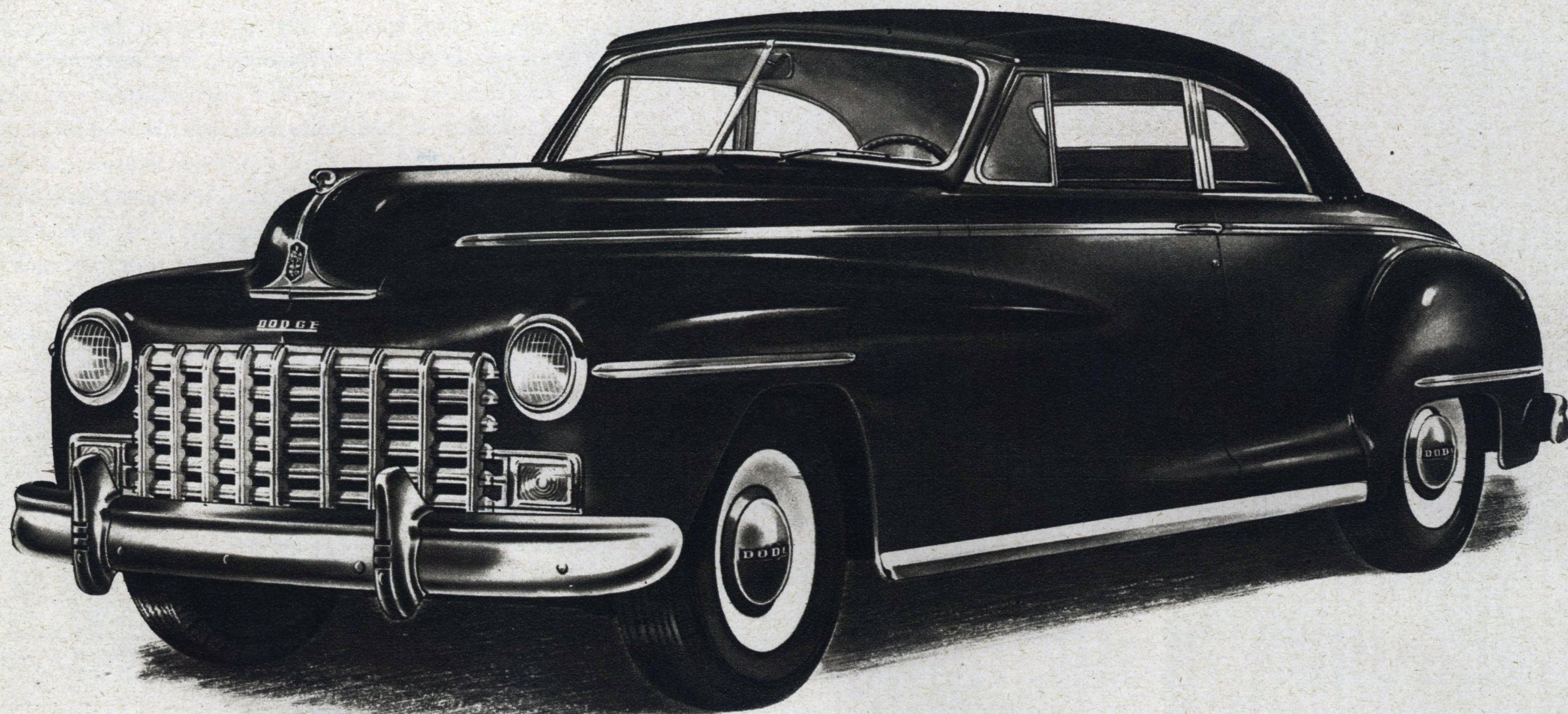


The New **DODGE CUSTOM** *Town Sedan*

"THE SMOOTHEST CAR AFLOAT"

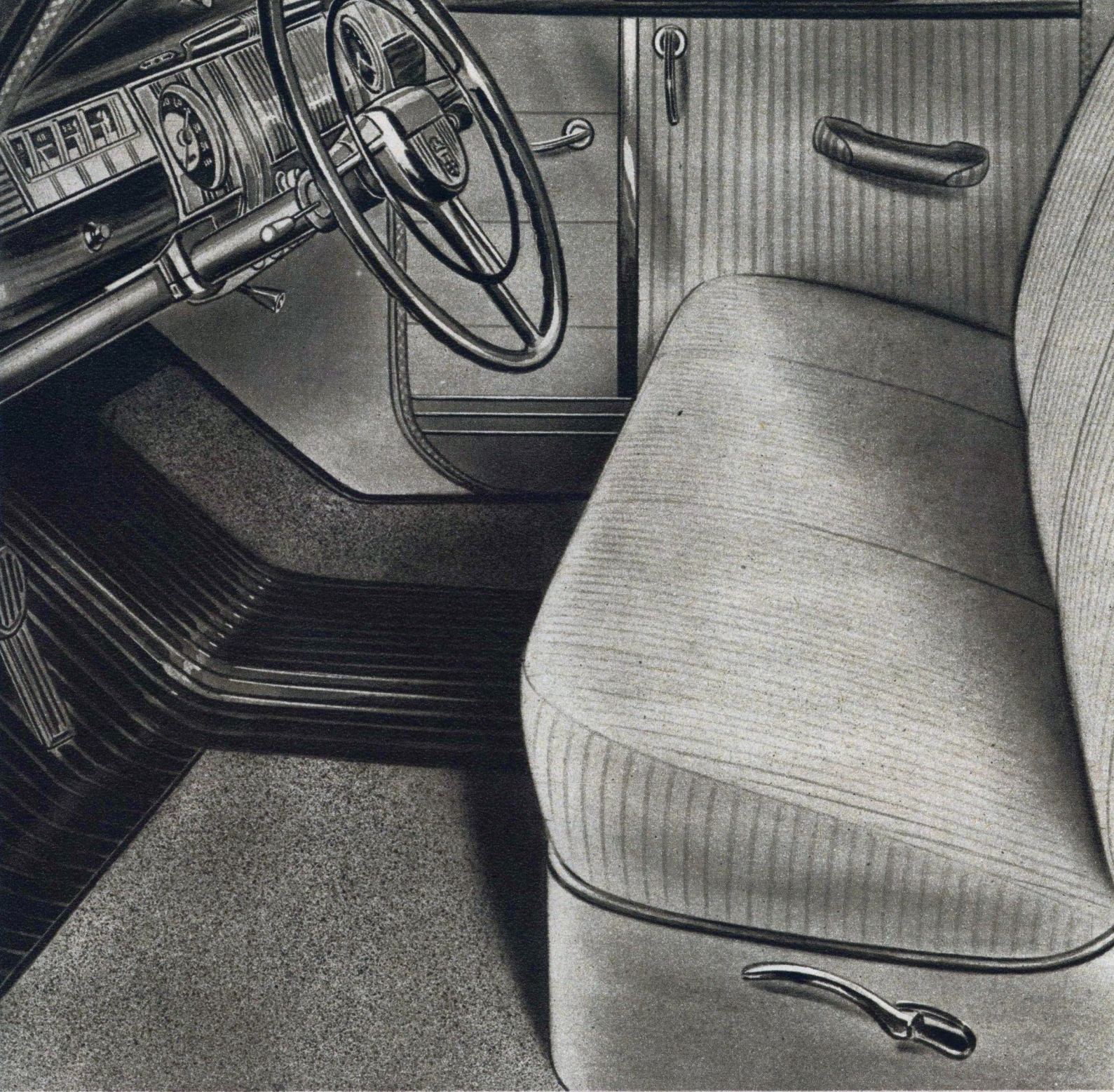


FOR THE Young-in-Spirit is this New Dodge Custom Convertible, with its rich leather lining and Dodge-pioneered electric top control. The top raises or lowers at the touch of a button and moves firmly into position. A single center fastener secures the raised top in place. There is generous seating capacity to carry six passengers in spacious comfort. Reserves of power are at your command in the great new Dodge engine, teamed with Full-Floating Ride and All-Fluid Drive to make Dodge the smoothest car afloat by every test on trail or highway.



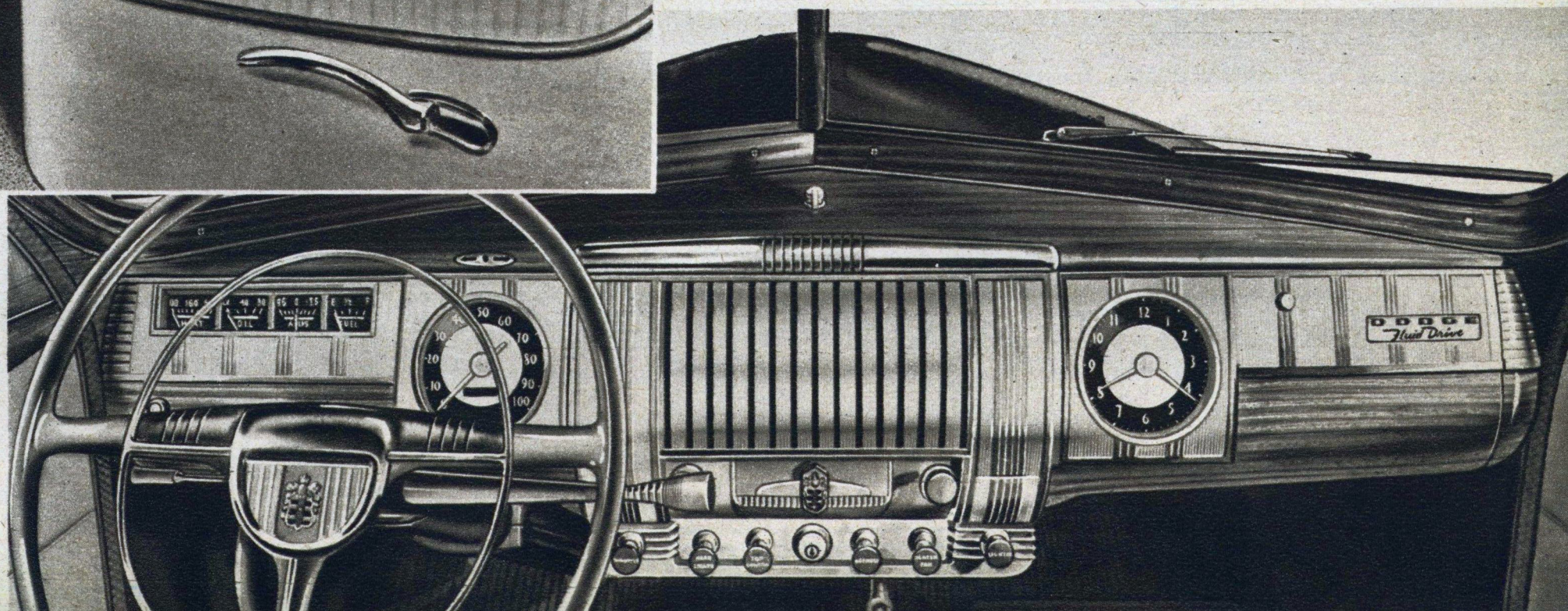
The New **DODGE CUSTOM** *Convertible Coupe*

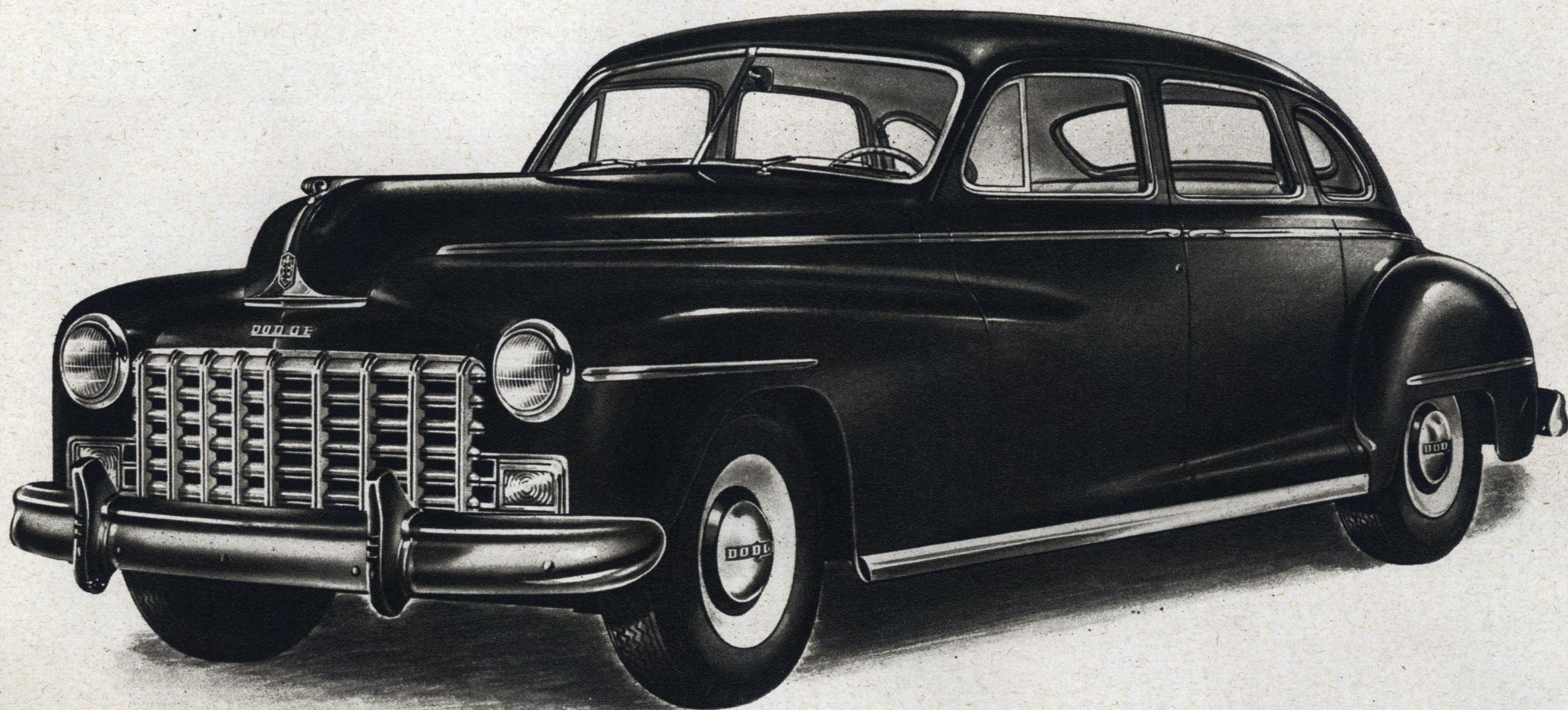
"THE SMOOTHEST CAR AFLOAT"



***H**ORNS* cannot be blown or the starter rolled when ignition key is removed from the New Dodge, as safety law prescribes. New instrument panel has brighter, safer non-glare edge lighting, with sharpened contrast that makes dials easier to read by day and night. Steering wheel has new color treatment and new horn-blowing ring and center ornament, harmonizing with new interior styling. Improved Safety Signal Speedometer is wick lubricated for quiet operation and long life. New electric clock (special equipment) has setting button on face which operates without opening glove box door. New plastic control buttons are centrally grouped for easy convenience. Directional turn indicator (special equipment) is at left of steering column, opposite gear shift. Chair-high seat has finger-tip ease of adjustment for driver's comfort.

New Dodge starter has push button control on dash.





The New **DODGE CUSTOM** *7-Passenger Sedan*

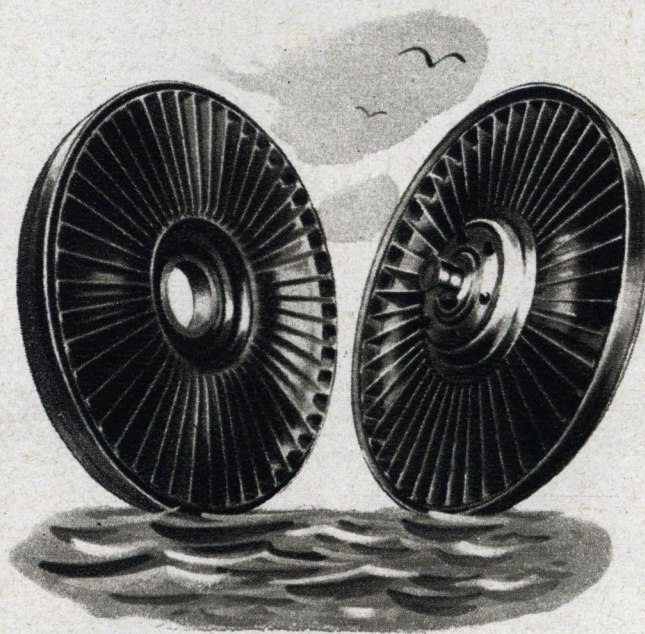
"THE SMOOTHEST CAR AFLOAT"

The New **DODGE** *All-Fluid Drive*

DODGE All-Fluid Drive provides the entirely fluid transfer of engine power to the drive line of your car. It thus affords a life preserving cushion for all vital mechanical parts of engine and power line, protecting them from shock and strain under all operating conditions.

For the driver, All-Fluid Drive continues to mean new extremes of comfort, safety and control. Clutching and shifting have been greatly reduced and when shifting is required, for special occasions, it is done silently with the move of a finger.

Triumph of the floating idea in motor car design, the New Dodge affords complete co-ordination of All-Fluid Drive with Floating Power and Full-Floating Ride.



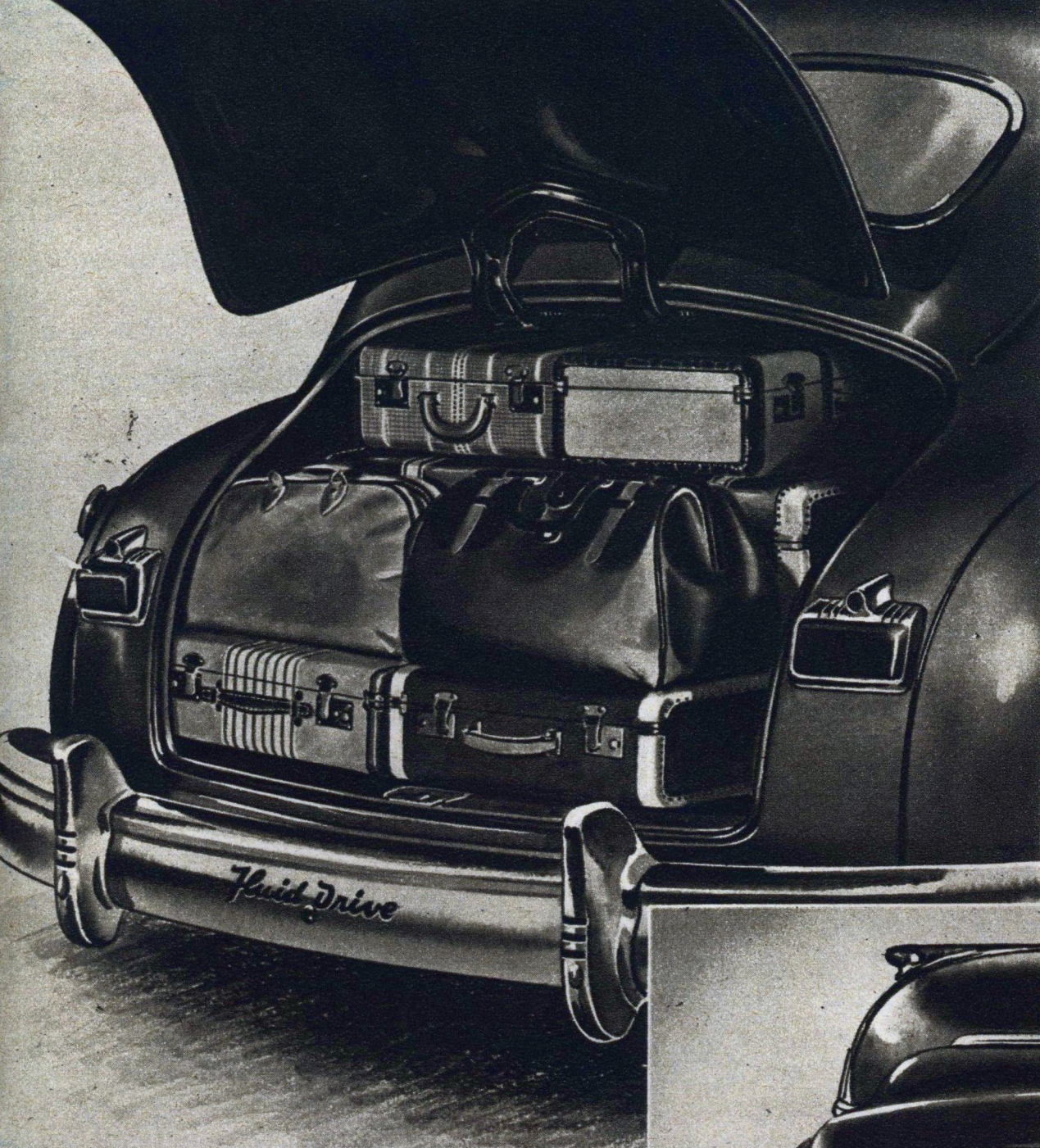
Floating Power is the Dodge-famous principle of three-point suspension of the engine in mountings of live rubber bonded to metal, two on the frame at each side and at the back of the engine, and the third high on the front of the engine. The triangular plane formed by these points bisects the engine at its center of gravity. The weight below fully counterbalances the weight above, minimizing all engine vibration.

Full-Floating Ride is the Dodge-famous principle that establishes front seat comfort and stability for rear seat passengers. It was first attained by scientific weight distribution with back seats placed ahead of the rear axle, cradling *all* passengers between front and rear axles.

FLOATING POWER • ALL FLUID DRIVE • FULL-FLOATING RIDE

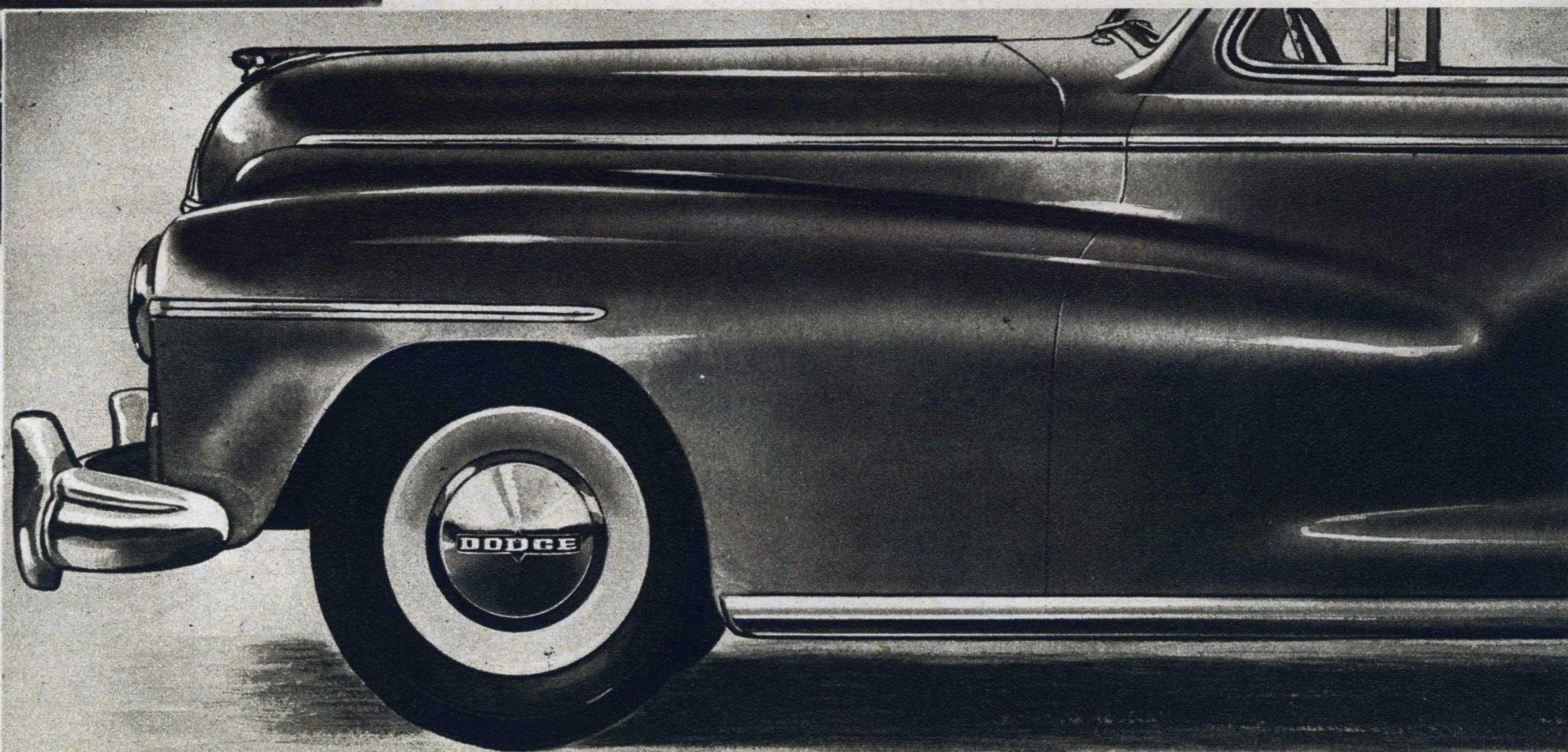
The three Dodge-famous features that now combine to give you the full triumph of the floating idea in motor-car performance.

"THE SMOOTHEST CAR A FLOAT"



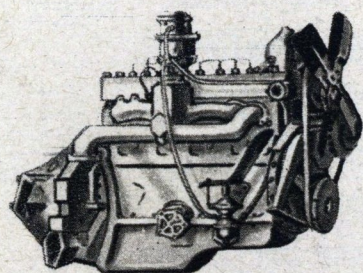
BLENDED FENDERS of the new Dodge lend grace of line to the body and new strength to the door, of which they form an integral part. The hubcaps have been redesigned with new distinctive letters. White wall wheel rings are special equipment.

THE SPRING-BALANCED trunk lid of the New Dodge raises at a touch of your finger and stays up safely with no side supports. Ample capacity for up to 10 pieces of luggage is afforded alongside the spare wheel which remains easily accessible. Light from the tail lamps illuminates the deep interior of the trunk. For the comfort of the whole family on invitingly long trips, no small detail of the New Dodge is more appreciated than this great trunk capacity with all luggage out of the way, insulated from dust and dirt on the neatly carpeted floor. Equally appreciated when the New Dodge is loaded for a hunting, fishing or other sports trip is the generous space for all the gear and equipment.



SPECIFICATIONS

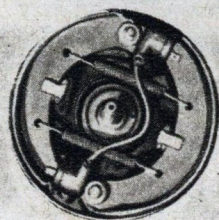
CAR DIMENSIONS: Overall length: 204½"; wheelbase: 119½"; height: 67½"; overall width: 75¾"; wheels: five demountable steel disc wheels with Safety Rims; tires: four 6.00 x 16, four-ply airwheel tires; inflation pressure: 28 pounds.



New Dodge easier to service; top of engine clean as a hound's tooth

ENGINE: Dodge 6-cylinder L-Head high compression engine; new manifolding contributes to more even acceleration at all speeds; Pistons: lightweight aluminum alloy with special plating—protection against scuffing and scoring. Four piston rings,

upper two special plated. Special alloy valve seat inserts and new rolled finish of valve stems for longer valve life. Bore: 3¼"; stroke: 4⅝"; horsepower: 102 at 3600 rpm., with 6.7 compression ratio.



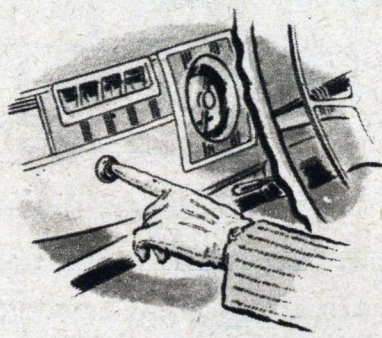
New brakes: Two hydraulic cylinders in each front wheel brake

NEW SIX-CYLINDER HYDRAULIC BRAKES:

Softer, safer stops with one-third less foot pressure on brake pedal; called the greatest advance in brakes since 1924 when Chrysler Corporation first introduced Hydraulic Brakes. Two hydraulic cylinders

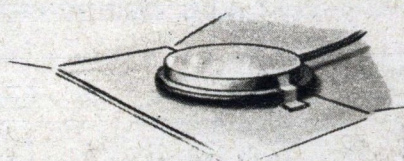
in each front brake increase braking force applied to front wheels. Most even distribution of brake lining wear yet attained in passenger car braking means longer intervals between adjustments and longer life of brake linings.

NEW ELECTRICAL SYSTEM: New starter operated by push button on dash. Dodge-pioneered new Seal-Flex Wiring Harness is plastic-wrapped and oven-sealed for the lifetime of your car. Guards



New starter operated by push button on dash

NEW FILTER IN FUEL TANK:



New Oilite Gasoline Filter in Fuel Tank

Matching progress in postwar gasolines, the New Dodge has a modern new fuel handling system. A new Oilite fuel filter is installed in the gasoline tank. Self-cleaned by the sloshing action of gasoline in tank, it is a lifetime accessory. Under the most rigid Army tests this was the only filter that met military requirements to prevent the passage of dirt and other impurities, effectively protecting fuel lines from plugging and freezing. This eliminates the need for the older type filter at the carburetor and glass sediment bowl at the fuel pump.

IMPROVED LUBRICATION SYSTEM:

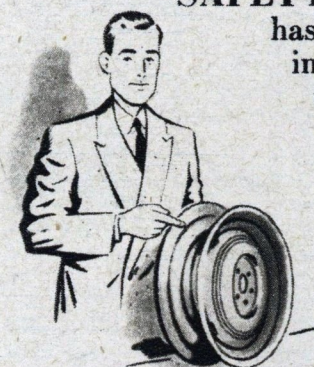


New replaceable cartridge oil filter

"Micronic Filtration" of oil is accomplished with a new replaceable cartridge type oil filter developed for use on Army and Navy planes and now available to Dodge car owners. Replacing cartridge on new filter costs less than a third the cost of changing former filter. It assures more effective filtration of oil, with corresponding increase in engine life. A new high capacity roto-pressure oil pump is especially effective

against hidden short-circuits and hard-to-trace battery "leaks." Plastic coating protects insulation from wear and is impervious to damage by oil, water or battery acid. High tension wiring shortened and simplified; improves car radio reception.

tive in oil distribution at idling speeds and gives more uniform oil pressure at all engine speeds.



Safety Rim Wheels Won't Throw Tires

SAFETY RIM WHEELS: Safety has long been a foremost thought in the minds of the makers of the New Dodge. Safety Rim Wheels have met the highest standards of Dodge safety requirements for keeping the car under control when tires fail. Tires have been exploded at high speed to prove that Safety Rims will not throw tires in case of a blowout.



New positive, quick-acting bumper jack

NEW BUMPER JACK, with a ratchet type lift is included in New Dodge equipment. No stoop, no kneel, no skill required. The new jack is quick-acting, too. It further serves as a special tool for the removal of tires from Safety Rim Wheels.

EIGHT BODY STYLES: The New Dodge is offered in a choice of eight body styles and ten smart colors. The DeLuxe line consists of Four Door Sedan, Two Door Sedan and Three Passenger Business Coupe. The New Dodge Custom line includes Four Door Sedan, Six Passenger Club Coupe, Convertible, Seven Passenger Sedan and Town Sedan.

Dodge Division of Chrysler Corporation reserves the right to change specifications and equipment without notice and without incurring any obligation on vehicles previously sold.

"THE SMOOTHEST CAR AFLOAT"

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